

Be ready for an emergency . . . **Get prepared!**

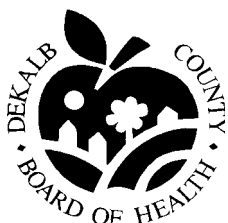


You're invited to this seminar!

Emergency Preparedness Public Service Announcement Message Development

- DATE:** Friday, July 22
- TME:** 9:00 A.M.-12:30 P.M. (*brunch provided*)
- WHERE:** DeKalb County Board of Health
Bohan Auditorium, 2nd Floor
445 Winn Way, Decatur, GA
- FACILITATOR:** Sean G. Kaufman, MPH, CHES, Director of Programs
Emory University, Rollins School of Public Health
Center for Public Health Preparedness and Research
- BACKGROUND:** Approximately 4.1 million people live in the metropolitan Atlanta area. If a biological attack occurred, district public health departments have been asked to distribute prophylactic treatment to first responders and the general public. Agencies have discussed and clearly defined public health roles; however there is a gap in knowledge that currently exists in the general public understanding the critical role that public health plays during an emergency response.

A mass communication program can begin to raise awareness among the general public about the role of public health in an emergency as well as communicate the need that public health has to recruit volunteers from all walks of life to help to protect citizens during a large scale public health event. Your input and feedback is vital to help design messages that reach people living in metropolitan Atlanta. If you are unable to attend this session, please send a representative from your agency.



Please RSVP by July 20 to Michelle Sullivan at 404-294-3700.